

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

AS21
A87F3

SA

Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 720-4330

Letter No. 2539

Jan. 3, 1992



Agriculture Secretary Edward Madigan and Radio Division Deputy Chief Brenda Curtis share a light hearted moment shortly before the Secretary begins his year-end review of American agriculture with farm broadcasters on 12/31. (USDA Photo by Byron Schumaker.)



U.S. FOOD CONSUMPTION has changed dramatically in the last 20 years, says USDA economist **Judith Jones Putnam**. Americans are eating more food, on the whole, than ever. And, diets have shifted away from meat or animal products as the main entree to a mixture of animal products, vegetables, fruits, nuts and grains. For example, Putnam says, we're eating more breakfast cereals, pizza, pasta entrees, stir-fried meat and vegetables served on rice, salad entrees, tacos, burritos, enchiladas and fajitas. **Contact: Judith Jones Putnam** (202) 219-0870.

MORE RICE -- Americans are eating more rice than ever. Both total domestic and per capita consumption have risen steadily over the past decade. Moreover, Americans are eating a wider variety of rice dishes. "But even though consumption of rice has increased, it remains much lower than that of most other popular side dishes," says USDA economist **Nathan Childs**. New uses for rice in processed foods, together with greater consumption of certain specialty rices, account for much of the recent gains, Childs says. **Contact: Nathan Childs** (202) 219-0840.

NEW MEXICAN ECONOMIC POLICIES -- Mexico is shaking off the economic strategies of the past and embracing the free market model, say two USDA economists. "The dramatic changes in Mexico's economic policies have shown that its government is prepared to alter the course of the Mexican economy to keep pace with new global realities," says USDA economist **Matthew Shane**. Shane and fellow economist **David Stallings** recently examined the new policies at work in Mexico and what they may mean for the future. **Contact: Matthew Shane** (202) 219-0700 or **David Stallings** (202) 219-0705.

BAKERY EXPORTS ON THE RISE -- Consumers in most countries have a sweet tooth when it comes to bakery products -- whether it's a doughnut, a steamed bun filled with sweetened soybean paste, gingerbread cookies or a fruit-topped torte. International trade statistics suggest in recent years there has been an increase in export trade in these products. Exports of U.S. bakery products may exceed \$250 million by mid-decade. **Contact: Thomas St. Clair** (202) 720-6821.

WOMEN LEASE MORE FARMLAND than men, but exert less control, USDA economists say. Female landlords who lease U.S. farmland outnumber their male counterparts by more than 140,000. At 650,000 strong, female landlords also lease much more land -- 105 million acres -- than male landlords -- 82.5 million acres. Women are less involved in the control of leased farmland. "Even when everything else is taken into consideration, such as age, location and occupation, men still participate more in management of rented land," says USDA economist **Denise Rogers**. **Contact: Denise Rogers** (202) 219-0422.

VEGETABLE REPORT -- U.S. vegetable production, including potatoes, sweetpotatoes and dry beans, rose slightly in 1991 from the previous year. Although summer acreage of vegetables was up 5 percent, declines of 8 percent in winter acreage and 6 percent in spring acreage left the total fresh vegetable acreage down 3 percent for the year. Domestic per capita use of 26 selected vegetables and melons rose slightly to 392 pounds in 1990. For 1991, per capita use of all vegetables remained near that of 1990. Reduced production of fresh vegetables and sweetpotatoes was offset by higher potato and dry bean use. **Contact: Gary Lucier** (202) 219-0884.

GOOD, BAD NEWS ABOUT DIETING -- Is dieting beneficial or harmful? Is it better never to try to lose weight if you're only going to gain it all back? The weight loss industry in the U.S. is big business, worth \$33 billion a year, says nutritionist **Beth Reames**. "Effects of weight control programs can have a tremendous impact on the lives of many people," says Reames. One very serious concern is that repeated dieting followed by weight gain -- yo-yo dieting -- may be more hazardous to your health than maintaining excessive weight. **Contact: Beth Reames** (504) 388-4141.

*Editor: Marci Hilt Phone: (202) 720-6445
Fax: (202) 690-2165*

FROM OUR RADIO SERVICE

AGRICULTURE USA #1804 -- Rural America is trying a number of different innovative methods to overcome some serious economic problems. On this edition of **AGRICULTURE USA**, **John Snyder** takes a look at how some areas are trying to attack the problem through school based businesses. (Weekly reel -- 13-1/2 minute documentary.)

CONSUMER TIME #1286 -- From headlines to harvest; doing anything about it; home buying facts; irradiating food; nutrition: How much do we know? (Weekly reel of 2-1/2 to 3 minute consumer features.)

AGRITAPE NEWS & FEATURES #1795 -- USDA News Highlights; Former Soviet Republics eligible for credit guarantees; soybean refining; global warming; fruit and vegetable exports expected to continue strong. (Weekly reel of news features.)

NEWS FEATURE FIVE #1501 -- Bovine breathalyzer; eating bugs; counting bugs; telltale bugs; identifying bugs. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Wed., Jan. 8, vegetable production; Fri., Jan. 10, U.S. crop production, farm labor, winter wheat seedings; Mon., Jan. 13, annual crop production, grain and rice stocks, world ag. supply and demand; Tues., Jan. 14, crop/weather update, world grain/crop outlook, world oilseed situation, world cotton situation; Thurs., Jan. 16, milk production; Fri., Jan. 17, livestock and poultry situation; noncitrus fruits and nuts; Mon., Jan., 20, holiday. **(These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.)**

DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.

Material changed at 5 p.m., EST, each working day.

FROM OUR TELEVISION NEWS SERVICE

FEATURES -- **Pat O'Leary** reports on a sustainable agriculture center; **Lynn Wyvill** reports on how weather information can help farmers manage their crops better; **Will Pemble** reports on the boll weevil bait stick; **Tyson Gair** reports on a new machine that will change rice harvesting and **Mike Thomas** reports on the demand for more skilled professionals in agriculture. Excerpts from video coverage of Secretary of Agriculture Edward Madigan's year-end radio news conference.

UPCOMING FEATURES -- **Pat O'Leary** reports on USDA's wild potato hunters; **DeBoria Janifer** reports on nutritional labeling proposals; **Lynn Wyvill** reports on the National Arboretum's bonsai collection.

EVERY OTHER WEEK -- **Agriculture Update**, five minutes of USDA farm program information in "news desk" format with B-roll.

*Available on Satellite Galaxy 6, Transponder 12D (Channel 23), audio 6.2 or 6.8:
Thursdays from 7:30 - 7:45 p.m., EST, Saturdays from 10 - 10:45 a.m., EST, and Mondays from 8 - 8:45 a.m., EST.*

OFFMIKE

COTTON PRODUCERS...are planning to get the crop in by early February to reduce possible whitefly damage says **Jim Hearn** (KURV, Edinburg, Texas). The state estimates that last year the pest caused an estimated \$100 million in damage to Texas agricultural production and cost 4,800 jobs. Jim says the station's second annual Farm and Ranch Show will be held January 17-18 in Mercedes, Texas. Former Secretary of Agriculture **Earl Butz** is a featured speaker.

DIVERSITY OF AGRICULTURE...in central Arkansas will be shown at Ag Expo 92 says **Larry Burchfield** (KWCK, Searcy, Ark.). The station is sponsoring its first farm show January 16-17 at the White County Fairgrounds. More than 50 exhibitors are scheduled. Larry is the new farm director at the station.

STATE REGULATIONS...for wetlands went into effect January 1, says **Tom Rothman** (MAGNET Radio, St. Paul, Minn.). Tom plans follow-up programming to help eliminate confusion about the rules.

Farm Broadcasters Letter



Office of Public Affairs
Radio-TV Division
U.S. Department of Agriculture
Washington, D.C. 20250-1300

OFFICIAL BUSINESS
Penalty for Private Use \$300

DUPONT ENVIRONMENTAL RESPECT AWARD...won by **Jim Coyle** (KRES, Moberly, Mo.) at the NAFB conference last year has an update. In recognition of his environmental reporting, Jim received a trophy, \$1,000 for himself and \$1,000 for donation to a charity. He selected the Missouri FFA organization. FFA reports the funds will be used to help the group establish an environmental program. Jim says the station is preparing for its 15th annual KRES Farm Show, January 9-10 in Moberly. Eighty-five exhibitors and 1,000 people are expected to attend.

21st KOEL AG EXPO...is scheduled for March 6 says **Von Ketelsen** (KOEL, Oelwein, Iowa). Von says one of the events at the Expo is a panel featuring the Iowa presidents of the Farmers Organization, Farm Bureau and the Farmers Union. Von says one of the highlights of 1991 was his first skydiving jump. He calls it a great way to get an overall view of the crops.

Vic Powell

VIC POWELL

Chief, Radio & TV Division